

curriculum vitae
JESSICA E. JOHNSTON

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EDUCATION

PhD **University of Wisconsin-Milwaukee** Expected: May 2020
English (emphasis: Media, Cinema, and Digital Studies)

The Business of the Girl: Celebrity and the Professionalization of Girlhood in 21st Century Media Culture
Committee: Tami Williams (Chair), Elana Levine, Jocelyn Szczepaniak-Gillece

Graduate Certificate: Women's and Gender Studies
Specialization: Feminism and Digital Culture, Television Studies, Celebrity and Stardom, Girlhood Studies

MA **University of Wisconsin-Milwaukee** May 2015
English (emphasis: Media, Cinema, and Digital Studies)

Sex Education on YouTube: Analyzing Online Video as a Space for Youth to Engage in Sexual Dialogue
Committee: Tasha Oren (Chair), Tami Williams, Elena Gorfinkel

BA **University of Montana** May 2012
English (emphasis: Creative Writing, Film Studies)
summa cum laude, Davidson Honors College

Edinburgh Napier University Fall 2011
Study abroad (Edinburgh, Scotland, UK)

FELLOWSHIPS

Distinguished Dissertation Fellowship, University of Wisconsin-Milwaukee 2019-2020
Recognizes the most academically excellent PhD students at dissertator status.

Advanced Opportunity Program Fellowship, University of Wisconsin-Milwaukee 2016-2019
Provides three years of support for outstanding underrepresented students in graduate study.

HONORS AND AWARDS

James A. Sappenfield Fellowship in English, University of Wisconsin-Milwaukee 2018
Recognizes academic excellence; recipients are selected by department faculty within each graduate plan.

- Eliana G. Berg Award for Graduate Research**, University of Wisconsin-Milwaukee 2017
 Outstanding research in Women's and Gender Studies; paper recognized: "On the (Cutting) Edge: Postfeminism, Neoliberalism, and the Glass Ceiling in the Political Media Discourse of Hillary Clinton."
- Heldrich-Dvorak Travel Fellowship**, Southwest Popular/American Culture Conference 2014
 Travel award presented to first-time conference attendees; paper recognized: "'Till Regeneration Do Us Part': *Doctor Who*-Themed Weddings and the Performance of Fandom."
- UWM Chancellor's Graduate Student Award**, University of Wisconsin-Milwaukee 2013
 Presented to incoming high-quality graduate students.

PUBLICATIONS

Refereed Journal Articles

- "The Reality of 'Messy Real Life': Jazz Jennings and the Dramatisation of Young Transgender Celebrity in TLC's *I Am Jazz*." In "Special Issue: The New Reality of Reality Celebrity," edited by Erin Meyers and Alice Leppert, *Celebrity Studies*, vol. 9, no. 4, 2018, pp. 455-469.
- "The Doll 'InbeTween': Online Doll Videos and the Intertextuality of Tween Girl Culture." In "Special Issue: Locating Tween Girls," edited by Melanie Kennedy and Natalie Coulter, *Girlhood Studies*, vol. 11, no. 1, 2018, pp. 59-74.
- "Subscribing to Sex Edutainment: Sex Education, Online Video, and the YouTube Star." *Television and New Media*, vol. 18, no. 1, 2017, pp. 76-82.
- "*Doctor Who*-Themed Weddings and the Performance of Fandom." In "Performance and Performativity in Fandom," edited by Lucy Bennett and Paul J. Booth, *Transformative Works and Cultures*, no. 18, 2015. <http://dx.doi.org/10.3983/twc.2015.0637>.

Book Chapters

- "Under Western (Girls') Eyes: Cultural Appropriation and Feminism in the Celebrity Fashion of Kendall Jenner and Gigi Hadid." In *Celebrity and Youth: Mediated Audiences, Fame Aspirations, and Identity Formation*, edited by Spring-Serenity Duvall. Peter Lang, 2019.

CONFERENCE PRESENTATIONS

- "Mother Knows Best: Managing the Girl in the Reality TV Family." Society for Cinema and Media Studies Conference. Seattle, WA, March 2019. (Co-Chair).
- "Girl's Got Talent: Gender, Celebrity, and Achievement in Reality Talent Shows." International Girls Studies Association Conference. University of Notre Dame, IN, March 2019. (Chair).
- "White Women's Wrath: Reconsidering Feminist Narrative Television in a Post-Election Context." Society for Cinema and Media Studies Conference. Toronto, Canada, March 2018.
- "The Managed 8-bit Heart: Technology, Status, and Emotional Labor in *Black Mirror*." Single Lives 2017: 200 Years of Independent Women in Literature and Popular Culture. University College Dublin, Ireland, October 2017.

- “Growing Up Trans: Negotiating the Celebrity and Labor of Teen Activist Jazz Jennings.” Society for Cinema and Media Studies Conference. Chicago, IL, March 2017.
- “On the (Cutting) Edge: Postfeminism, Neoliberalism, and the Glass Ceiling in the Political Media Discourse of Hillary Clinton.” Midwest Interdisciplinary Graduate Conference. University of Wisconsin-Milwaukee, WI, February 2017.
- “Girl Meets Queer: Interpreting a Queer Girlhood through Disney Channel’s *Girl Meets World*.” Film and History Conference. Milwaukee, WI, October 2016. (Chair).
- “Hello Barbie, Hello Virtual World: Performances of Girlhood in the Age of Digital Doll Play.” Console-ing Passions Conference. University of Notre Dame, IN, June 2016.
- “Little Girls, Monstrous Secrets: How Genre Paradigms Can Restrict Our Understanding of Girlhood in Mass Culture.” Society for Cinema and Media Studies Conference. Atlanta, GA, March 2016.
- “The Disposable Sex Worker: Distortion and Dehumanization of Sex Work in Film and Media.” National Women’s Studies Association Conference. Milwaukee, WI, November 2015.
- “Gross Girlhoods: Disgust, Trauma, and the Female Adolescent Body in the Film *Wetlands*.” Film and History Conference. Madison, WI, November 2015.
- “What Every Woman Must Know: Sex Ed on YouTube and the Power of the Female Voice.” International Association of Media and History Conference. Indiana University, IN, June 2015.
- “‘Till Regeneration Do Us Part’: *Doctor Who*-Themed Weddings and the Performance of Fandom.” Southwest Popular/American Culture Association Conference. Albuquerque, NM, February 2014.

UNIVERSITY-LEVEL TEACHING EXPERIENCE

University of Wisconsin-Milwaukee – Department of English, Department of Film Studies

Instructor

Television Criticism and Theory, Spring 2019

Lectured and graded upper-level undergraduate course building on forms and strategies of television narrative, analysis, and industry. Students composed an industry analysis and developed a television pilot presentation.

Introduction to Television Studies, Spring 2017, Spring 2016 (online)

Lectured, graded, and created D2L course materials for lower-level undergraduate course on the fundamentals of form, images, and narrative in television. Students wrote textual analyses focused on narrative, production and aesthetics, and ideology and representation.

Entertainment Arts: Film, TV, and the Internet, Fall 2016 (online), Fall 2015 (online)

Created D2L lecture and discussion materials and graded for introductory undergraduate course on aesthetic features of different media, their interrelationships, and developing critique. Course counts towards Digital Arts and Culture Certificate.

College Writing and Research, Spring 2016, Fall 2015, Spring 2015

Lectured and graded for introductory undergraduate course in English focused on extensive engagement with academic research writing and reflective analysis. Students produced a portfolio of original research and revised writing.

Introduction to College Writing, Fall 2014, Spring 2014, Fall 2013

Lectured and graded for introductory undergraduate course in English focused on critical reading, writing, and revision, with an emphasis on reflective inquiry and academic writing conventions. Students produced a portfolio of revised essays reviewed by other instructors in the English Department.

Teaching Assistant

History of Film I: Development of an Art, Fall 2017

Graded and led discussion sections for lower-level undergraduate course focused on film history from the late 1800s-early 1940s.

Entertainment Arts: Film, TV, and the Internet, Spring 2015

Graded and led discussion sections for lower-level undergraduate course covering aesthetic features of different media, their interrelationships, and developing critique. Course counts towards Digital Arts and Culture Certificate.

New Mexico State University-Carlsbad – Department of English, Department of Creative Media Technologies

Adjunct Instructor

History of Film: Global Perspectives, Spring 2016 (online), Spring 2015 (online)

Designed and adapted lower-level undergraduate course (according to Quality Matters instructional design training) for Canvas exploring the development of film in the 20th century around the world.

Introduction to Digital Video Production, Spring 2013

Lectured and graded introductory hands-on course studying the tools and techniques used to produce independent video. Students produced a Spring showcase of their final short films.

Introduction to Digital Video Editing, Spring 2013

Lectured and graded introductory course on the software and techniques of non-linear digital video editing.

General Composition, Spring 2013

Lectured and graded developmental English course designed for students to build college-level writing skills in the form of short essays and reflective journaling.

PROFESSIONAL EXPERIENCE

University of Wisconsin-Milwaukee Writing Center

Aug. 2014-Present

Writing Tutor – Milwaukee, WI

Consult and guide undergraduate and graduate students with writing assignments and projects across a multitude of disciplines, covering how to generate topics, organize ideas, develop content, refine language, and revise drafts. Film and edit new alumni tutor bios for the Writing Center website.

University of Wisconsin-Milwaukee English and Film Studies

Aug. 2013-May 2019

Graduate Teaching Assistant – Milwaukee, WI

Instructed roughly 500 undergraduate students in 18 face-to-face and online courses in writing, research, film studies, and television criticism over 16 semesters. Designed and implemented in-class activities, lectures, and assignments. Assessed quality of student work according to course objectives and incorporated changes to improve curriculum. Supervised training of new instructors and evaluated classroom teaching.

College for Kids/Teens

Summer 2016-Summer 2019

Summer Program Instructor – Milwaukee, WI

Adapted college-level courses into one- to two-week summer courses for middle school and high school students. Topics included: fiction writing, television representation, film studies, and participatory culture.

Upward Bound Math and Science

Summer 2015-Summer 2019

Summer English Instructor – Milwaukee, WI

Developed and taught a 6-week summer English and writing curriculum for underprivileged high school students interested in pursuing the STEM fields in college.

University of Wisconsin-Milwaukee Career Development Center

Feb. 2014-Aug. 2014

Career Resource Assistant – Milwaukee, WI

Aided career counselors with scheduled and walk-in student appointments, designed career resource hand-outs, and performed videography work for promotional purposes.

New Mexico State University Carlsbad

Sept. 2012-May 2016

Instructional Designer (Jun. 2014-Dec. 2014) – Carlsbad, NM

Adapted a college-level course (History of Film) for online students of New Mexico State University according to the Quality Matters Rubric (5th edition). Completed online training for QM instructional designer certification and piloted the course during Spring 2015.

Digital Media Studio Assistant (May 2013-Aug. 2013) – Carlsbad, NM

Maintained the campus film studio and cataloged camera equipment to create an orderly and efficient classroom environment for the digital media department.

Adjunct Instructor (Jan. 2013-May 2016) – Carlsbad, NM

Lectured, graded, and led discussions and activities for courses in the English and Creative Media Technology Departments, both face-to-face and online.

Marketing and Public Relations Coordinator (Jan. 2013-May 2013) – Carlsbad, NM

Wrote and edited profile stories on students, faculty, and different departments as the university correspondent for the Carlsbad Current-Argus newspaper. Filmed campus events and produced several short commercials and promo videos for TV and the university website.

Administrative Assistant (Sept. 2012-Jan. 2013) – Carlsbad, NM

Organized competition events and assisted students with transcripts to ensure progress towards certificate and associate degree completion in the Welding and Manufacturing Department.

Videographer, Photographer, and Reporter

Sept. 2012-May 2013

Freelancer – Carlsbad, NM

Contributed written and filmed news stories spotlighting local events, charities, and organizations for an independent digital news company.

The Mosaic Company

May 2012-Aug. 2012

Videographer Intern – Carlsbad, NM

Filmed and edited training videos with Final Cut Pro and Adobe After Effects and integrated them in new training software (Lectora) to engage and inform employees on mining safety.

Big Sky Documentary Film Festival

Jun. 2009-Feb. 2010

Festival Programming Intern – Missoula, MT

Systematized festival organizers' scores for film festival applicants. Created and shared promotional materials for the festival around the Missoula community. Assisted the Programming Manager with scheduling and local sponsorship of specific films.

SCHOLARLY SERVICE

The Midwest Interdisciplinary Graduate Conference

May 2014-May 2019

Chair (May 2018-Present) – Milwaukee, WI

Organized the theme, abstract call, and keynote invitation (Rachel E. Dubrofsky, University of South Florida) for a 2-day graduate-level interdisciplinary conference that attracted 50 presenters across the Midwest and North America. Secured funding from university groups and managed a \$9,000 budget for conference venue, food, and related events. Created abstract reading criteria for volunteers and designed and scheduled the conference program. Coordinated design and printing of promotional materials. Arranged and approved venue and catering options. Facilitated a professional pedagogy workshop with other conference organizers for attendees and volunteers. Managed and updated conference website and social media accounts year-round.

Co-Vice Chair (May 2017-Apr. 2018) – Milwaukee, WI

Developed outreach strategies for the conference call-for-papers focusing on graduate programs in the Midwest. Managed the volunteer schedule and coordinated with faculty to act as panel respondents.

Volunteer (Dec. 2015-Feb. 2017) – Milwaukee, WI

Supervised the registration table during the conference, transported lunch, and provided rides to out-of-town presenters to conference events.

Hospitality Liaison (May 2014-Feb. 2015) – Milwaukee, WI

Orchestrated accommodations and transportation for non-local conference presenters. Drove presenters to and from the airport and train station. Researched and shared restaurant and commuting options in the Milwaukee area.

Children and Youth Media and Culture Scholarly Interest Group

Jun. 2017-Present

Graduate Representative – Toronto, Canada; Seattle, WA; Denver, CO

Manage the social media presence for Children and Youth Media and Culture, a scholarly interest group within the Society for Cinema and Media Studies organization. Share calls-for-papers, book chapters, and related conference events across member networks. Communicate important information to the membership regarding SCMS meetings, travel awards, and mentorship program. Solicit panel sponsorships and promote panels before and during the annual SCMS conference.

Center for 21st Century Studies

May 2018-Nov. 2018

Volunteer – Milwaukee, WI

Greeted presenters and managed the registration desk for the annual Spring conference for the Center for 21st Century Studies, a humanities research institute at the University of Wisconsin-Milwaukee. Transported visiting scholars around the Milwaukee area for campus talks.

University of Wisconsin-Milwaukee English Department

Dec. 2015-Aug. 2017

Graduate Representative (Aug. 2016-Aug. 2017) – Milwaukee, WI

Offered program information and maintained communication with prospective and accepted graduate students in the Media, Cinema, and Digital Studies track. Organized social events to foster community among students and faculty. Produced and shared weekly email news bulletins on relevant events, job openings, and call-for-abstracts. Coordinated student bios to include on the program website.

English 102 Mentor (Dec. 2015-May 2016) – Milwaukee, WI

Advised two new instructors with developing syllabi, assignments, and activities for English 102: College Research and Writing. Facilitated monthly meetings to discuss strategies and challenges of the course. Conducted teaching observations later in the semester and provided verbal feedback and suggestions for improving classroom instruction.

cream city review

Oct. 2013-Jan. 2015

Art Editor and Videographer – Milwaukee, WI

Solicited and reviewed art work submitted to *cream city review*, a creative literary magazine located at the University of Wisconsin-Milwaukee. Created issue covers using Adobe InDesign. Filmed reading events promoting upcoming issues of the magazine and edited them into short videos for YouTube.

New Mexico State University-Carlsbad

Sept. 2012-Dec. 2012

Film Series Coordinator – Carlsbad, NM

Developed a monthly fall community film series to foster a closer relationship between the public and the college. Organized lecture speakers for each film and facilitated Q&A with audience members after the screening.

The Oval

Jan. 2011-Apr. 2012

Design and Layout Editor – Missoula, MT

Developed the layout and cover design for *The Oval*, an undergraduate literary magazine at the University of Montana. Prepared short fiction, poetry, and visual art in Adobe InDesign. Collaborated with campus printing services to ensure successful printing of each issue.

PROFESSIONAL MEMBERSHIP

International Girls Studies Association

2019-Present

Society for Cinema and Media Studies

2014-Present

REFERENCES

Professor Tami Williams

Department of English and Film Studies
University of Wisconsin-Milwaukee
Milwaukee, WI
tamiw@uwm.edu

Professor Elana Levine

Department of English and Journalism, Advertising, and Media Studies
University of Wisconsin-Milwaukee
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ehlevine@uwm.edu

Professor Jocelyn Szczepaniak-Gillece

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szczepan@uwm.edu